

SOME DIFFICULTIES OF THE CATTLE INDUSTRY

A Brief Outline of Some Facts That Show the Path of the Cowman Is Not All Strown With Roses; And Some Remedies Suggested for Overcoming a Few Actual Rocks.

By W. J. LINWOOD
Secretary of the New Mexico Cattle Sanitary Board.

Reference has been made by one of our well-known magazine writers to a conversation with a prominent stockman concerning his career. In the course of the talk the writer remarked that he "was glad to meet one man who could always let on a dead-sure thing."

"What might that dead-sure thing be?" inquired the stockman.

"Profits—the profits—the meat industry, the shipping of strings of steers to market that raised themselves and cost nothing to bring. And for all these accomplishments, receiving big prices and investing in other cattle and repeating the process of piling up more big profits."

A little later, this writer-friend had an opportunity of having some of the few things that might give a little different perspective to the many glowing accounts and "sure things" explained, that gave him a new respect for our silent men of the plains, and while he thought a ten-dollar porter-house steak might seem high-priced, yet if it were not for the unquenchable spirit of just such men, the meat industry would not exist.

To the usual uninformed observer the impression gained of the cowman is that of an easy, carefree and pleasant life. To the keen observer these impressions are not borne out by facts. On the contrary, the cattleman's competence is only gained by years of painstaking effort by slow and gradual upbuilding, close scrutiny and watchful care and oftentimes by severe hardships which would daunt a heart less courageous. In fact, a history might be written of the self-delights that must be practiced before he could be counted as having reached a position that even remotely suggested sure things or kindly holdings.

And yet, as the years go, the cattle industry is being built on a more substantial basis, made necessary by continually changing conditions.

To be a successful stockman necessitates the exercise of the strictest business acumen and unsighted discernment in the conduct of his affairs, not alone in knowing the value of his investment, number of head of stock under his care or the range which they frequent, but must also be intimately acquainted with the minutest detail of the various conditions that continually demand discriminating business judgment. Formerly, it was considered that a cow's value was reckoned only as producer of calves and that at such time as her usefulness in this direction had passed, her bleached skeleton was a glaring sign of lost profits. Changed circumstances with added cost of production, occasioned by almost-endless purchase of land and corri-

ponably increased care-charges have made it imperative that every avenue of waste and drain be supervised and restricted. At the same time advances, these problems continually multiply—the decided rise in the value of grazing land, the advent of homesteaders taking available open land, the constant dividing-up of pastures to meet these conditions, the necessity of added water-requirements for newly cut-off pastures. Nor can a stockman's education cease with a thorough mastery of these conditions as one of the most vital points of success is the intelligent marketing of his product.

When one considers that hundreds of millions of dollars are invested should not the stockmen themselves endeavor to find a solution to the problem of marketing and not only watch his prices, made to suit the ideas of those who have nothing at stake but the profit realized? To be responsible for this as a producer and yet be powerless to regulate what might be a legitimate price commensurate with the conditions surrounding the creation of this commodity would seem a paradox, and yet he stands in this peculiar position.

He ships to the market today, under the expectation of receiving prices approximately in line with those at time of shipment, when, for unaccountable reasons, one day of arrival at market, more cattle have been received than expected, there is a dearth of buyers or the export demand has suddenly fallen off, and prices have correspondingly diminished. These conditions, it appears, must be met and combated by the cattlemen themselves, and to successfully do this requires united effort and can only be accomplished by organization.

Competition is keen and if certain concessions can be forced, without danger or organized opposition, events take the course of least resistance and these conditions prevail until absolute necessity requires something to be done to induce liquidation.

The formation of the community organization is the first step, these in turn should unite in forming a mother organization and this institution through its subordinate organizations should collect, list and tabulate all available data concerning everything that in any way affected the cattle industry—the furnishing of a complete statement of consumption in proportion to growth, available supply, trend of use, protection, taxation, etc.

While prices are higher and the outlook brighter than ever before there is still that constant pressure of increased cost of maintenance in proportion to profit. These conditions must be met by supervision that will return a maximum benefit to the producers.

Looking for a job? Try a Herald Want Ad.


The
Bond-Connell
Sheep and Wool Co.
Albuquerque, New Mexico

SHEEP AND WOOL

Visiting Stockmen are extended a hearty invitation to visit our offices and make use of them at will.

Offices and Warehouse at Tijeras Avenue and Santa Fe tracks



Official Program, Seventeenth Annual Convention Panhandle and Southwestern Stockmen's Association

FIRST DAY, TUESDAY, MARCH 7, 1916

Meeting Albuquerque National Guard Armory, 9:30 a. m.
Meeting Called to Order..... President J. H. Nations,
El Paso, Texas.

Invocation Bishop Howden,
Albuquerque, N. M.
Music Albuquerque Cowboy Band
Address of Welcome George S. Klock,
Representing Mayor Boatright of the City of Albuquerque and the Chamber of Commerce and Commercial Club.

Response to Address of Welcome.

Music Albuquerque Cowboy Band and Quartette

Appointment of Committees.

Adjournment.

Reception for Visiting Ladies at the Woman's Club in the Afternoon.
Big "Roundup" on Downtown Streets in the Evening, Including Illuminated Parade, Indian Dances, Musical Comedy, Old-Time Fiddlers, Dancing, Etc.

Visiting Ladies will be guests at Theater Party during the evening.

SECOND DAY, WEDNESDAY, MARCH 8

Meeting Albuquerque National Guard Armory, 9:30 a. m.
Meeting Called to Order by President. President's Annual Address.

Music Albuquerque Cowboy Band
Address C. B. Reeder,
Amarillo, Texas.

Address Governor W. C. McDonald,
Santa Fe, N. M.
Music Albuquerque Cowboy Band and Quartette

Short Talks by Members.

Reports of Committees.

Music Albuquerque Cowboy Band

Adjournment.

In the afternoon Mrs. A. B. McMillen, assisted by the members of the Ladies' Entertainment Committee, will hold a reception for all Visiting Ladies at her home on South Walter Street.

In the evening Mrs. Max Nordhaus will throw open her home for a Musicale in honor of the Visiting Ladies.

Stanley Youkum and Frankie Murphey will contest in a Ten-Round Bout at the National Guard Armory in the evening with suitable curtain raisers and preliminaries.

THIRD DAY, THURSDAY, MARCH 9

Meeting Albuquerque National Guard Armory, 9:30 a. m.
Report of Executive Committee.

Music Albuquerque Cowboy Band

Unfinished Business.

Address Dan M. Jackson,
El Paso, Texas.

Music Albuquerque Cowboy Band and Quartette

Election of Officers.

Selection of Place for Holding 1917 Convention.

Music Albuquerque Cowboy Band

Adjournment.

During the afternoon the Country Club will be host to the Visiting Ladies with an Auto Ride and Tea at the Club Building.

In the evening will occur the big event of the Convention, the Cowmen's Dance at the Armory.

All visitors are requested to make themselves at home during the Convention at the Commercial Club, the Elks' Club, the Masonic Temple and the Country Club. Open house will be maintained at all places mentioned. The Elks will have a cabaret show afternoons and evenings with their big ball room thrown open. Also visit the places of interest in and around Albuquerque as outlined in the Official Program which will be available for all members.

The National Guard

Armory

Where Sessions of the Convention Will Be Held,
Showing the New Elks Club In Background

Facts About Manufactures in New Mexico Told by Census

A preliminary statement of the general results of the census of manufactures for New Mexico has been issued by Director Sam L. Rogers of the Bureau of the Census Department of Commerce. It consists of a summary comparing the figures for 1909 and 1914, in totals, prepared under the direction of Mr. William M. Stearns, chief statistician for manufactures.

The figures are preliminary and subject to such change and correction as may be found necessary from a further examination of the original reports.

The census of 1914, like that of 1909, with reference to manufactures, excluded the hand trades, the building trades and the neighboring industries, and took account only of establishments incorporated under the treasury system. In the last census, also, as in that for 1909, statistics were not collected for establishments having products for the census year valued at less than \$500, except that reports were taken for establishments during a portion of the census year, or which began operation during that year, and whose products for such reason were valued at less than \$500.

The word "establishment" as used in the census reports may mean more than one mill or plant, provided they are owned or controlled and operated by a single individual, partnership, corporation or other owner or operator, and are located in the same town or city.

The reports were taken for the calendar year ending December 31, 1914, whereas the system of bookkeeping permitted figures for that period to be secured, but when the fiscal year of an establishment differed from the calendar year a report was obtained for the operations of that establishment for its fiscal year falling most



largely within the calendar year 1914.

PERCENTAGES OF INCREASE.

With the exception of a slight decrease in the average number of wage earners, the summary shows a consistent increase at this census of 1914 as compared with that for 1909. In the order of their importance, from a percentage standpoint, the increases of the several items rank as follows:

Salaries, 50.7 per cent; salaried employees, 47.2 per cent; materials, 33.8 per cent; value of products, 18 per cent; number of establishments, 17.6 per cent; capital, 16 per cent; proprietors and firm members, 12.3 per cent; value added to manufacture, 10 per cent.

CAPITAL INVESTED.

The capital invested, as reported in 1914, was \$1,954,600, a gain of \$1,241,600, or 14 per cent, over \$3,713,600 in 1909. The average capital per establishment was approximately \$14,000 in 1914 and \$25,000 in 1909. In this connection it should be stated that the inquiry contained in the census schedule calls for the total amount of capital both owned and borrowed, invested in the business, but excludes the value of rented property, plant or equipment which was employed in the conduct of manufacturing enterprises. In the final bulletins and reports the rental paid for such property will be shown separately.

COST OF MATERIALS.

The cost of materials used was \$4,126,000 in 1914, as against \$2,261,000 in 1909, an increase of \$1,865,000, or 53 per cent. The average cost of materials per establishment was approximately \$12,600 in 1914 and \$10,000 in 1909. In addition to the component materials which enter into the products of the establishment for the census year there are included the cost of fuel, mill supplies and rent

of power and heat. The cost of materials, however, does not include unused materials and supplies bought either for speculation or for use during a subsequent period.

The census inquiry does not include amounts paid for miscellaneous expenses, such as rent of offices, royalties, insurance, ordinary repairs, advertising, traveling expenses or allowance for depreciation.

Value of Products.

The value of products was \$9,329,600 in 1914, and \$7,839,000 in 1909, the increase being \$1,492,600, or 18 per cent. The average per establishment was approximately \$25,000 in 1914 and \$25,000 in 1909.

The value of products represents their selling value or price at the plants as actually turned out by the factories during the census year, and does not necessarily have any relation to the amount of sales for that year. The values under this head also include the amounts received for work done or materials furnished by others.

Value Added by Manufacture.

The value added by manufacture represents the difference between the cost of materials used and the value of the products manufactured from them. The value added by manufacture was \$4,839,000 in 1914 and \$4,257,000 in 1909, the increase being \$522,000, or 12 per cent. The value added by manufacture formed 52.5 per cent of the total value of products in 1914, and 53.7 per cent in 1909.

Salaries and Wages.

The salaries and wages amounted to \$2,275,000 in 1914, and to \$2,974,000 in 1909, the increase being \$729,000, or 16 per cent.

The number of salaried employees was 492 in 1914, as compared with 335 in 1909, making an increase of 47.2 per cent.

The average number of wage earners was 3,776 in 1914 and 4,143 in 1909, the decrease being 367, or 8.9 per cent.

Five months ago right over before the convention assembles to nominate Woodrow Wilson, No. we didn't say Wilson and Marshall.

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Albuquerque's Welcome to the Livestock Growers of The Great Southwest

(Continued from Page One)

Albuquerque Cowboy Band and Quartette. The aggregation is all that its name implies. You will see an aggregation of real rustlers dressed as cowboys, correct as to chaps, hats, shirts, etc., providing the bass and vocal for the convention. This musical outfit is to be a feature of all Albuquerque entertainments hereafter. Cowboy songs will be dispensed by the quartette at all times in all places.

POINTS OF INTEREST.

While you are with us see Albuquerque and the Rio Grande valley. We have some points of interest worth seeing. Go over to